

Proposal / Statement of Work

Presented to: Martin McLaughlin
Village President
Village of Barrington Hills

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Menagery, Inc.

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Overview

The following proposal aims to address two key objectives as it relates to the overall redesign of the Village of Barrington Hills website: to develop an appropriate messaging strategy that truly captures and represents the richness and character of the Barrington Hills; and second, to provide the village with a technology solution that will enable the communication team to disseminate all information using a robust easy-to-use platform that is secure, non-proprietary, flexible and scalable. It is our recommendation that a redesign of the current website be led by the messaging strategy, rather than by a technology solution.

Developing a Messaging Strategy

Currently, the Barrington Hills website does not have a clearly defined messaging strategy that properly communicates what makes Barrington Hills one of the most unique communities in the Chicagoland area. The current website focuses primarily on governmental content. It does not reflect those attributes that make the community different and unique—whether it is its passion for open lands and the equestrian lifestyle, the freedom to raise chickens, llamas and other animals or its diverse geography where one can live on a lake, by a stream, or on a hilly winding road.

As part of this redesign our goal is to properly reflect these attributes with the visuals utilized throughout the website be it through photography or select scenic videos. Our goal is to not only assure that the tone and messaging speaks to residents living in the community, but also that it paints a positive and inviting image to non-residents looking to relocate to an affluent Chicago community. One of the goals of this project should be to make Barrington Hills the first choice for these individuals.

The benefit of developing a clear messaging strategy as part of this project is that it will give you the opportunity to carry this strategic message to other marketing efforts the village may choose to do in the future.

Technology solution

Our objective in this proposal is to provide you with a technology solution that addresses the following:

- An easy-to-use platform where multiple individuals in an organization can be trained to use the platform. This will assure there is no single point of failure.
- Providing you with a non-proprietary platform (built on open standards) assures there is a community of developers constantly enhancing the platform's functionality and capabilities.
- Security, Flexibility and Scalability are just as important in assuring your website is always accessible.



Assignments

PROJECT ONE: New Identity/Logo Design

PROJECT TWO: New Messaging Strategy and Website Design

PROJECT THREE: Search Engine Optimization (SEO)



PROJECT ONE: Identity Design for the Village of Barrington Hills

Objective: Develop an identity/logo for the village of Barrington Hills that properly represent the community and is memorable when it comes to its overall design.

The identity must conform to the characteristics of good logo design in order to properly establish and reinforce the community's brand and lifestyle.

Good identity designs share certain characteristics, which include: Simple & Memorable, Scalability, Versatility, Relevance and Timeless. These characteristics are defined as follows:

1. **Simple & Memorable:** Simple logos are the ones people remember and recognize as soon as they see them.
2. **Scalability:** A great logo should be able to be scaled down or up in size and still look good.
3. **Versatility:** A great logo can be easily presented on any product—a shirt (silk-screened or embroidered), promotional materials (keychain or pen), website, billboards or any other kind of print material.
4. **Relevance:** A great logo should be relevant to your organization and ideally have some meaning, even if that meaning is at times hidden.
5. **Timeless:** A well-designed logo should be timeless in design. Typography used should be esthetically appealing and not overly stylish or trendy. This will allow the application of the logo to fit with any thematic application that may arise without the worry of the logo clashing stylistically.

Deliverable

We provide you with three (3) distinct logo explorations to consider. We will include up to two (2) sets of revisions on the selected logo. Additional revisions to the logo are priced on an hourly basis.



PROJECT TWO: New Barrington Hills Village Website

Objective

To provide Barrington Hills with a custom redesign of their village website in order to achieve the following:

- Properly branding the village as an ideal place to raise a family
- Capturing the unique qualities and attributes that separate Barrington Hills from other 60010 Communities
- Providing residents with a dynamic website that serves as a central vehicle for communicating and celebrating everything that is happening in Barrington Hills
- Serving as a window into the community for non-residents interested in learning more about Barrington Hills
- Communicating an overall message to non-residents that reinforces the idea that Barrington Hills is the ideal community to relocate to within the Northwest suburbs
- Upgrading, branding and integrating both the village website and the Barrington Hills Police website in order to provide a more unified Barrington Hills brand experience

Website Design Criteria

Website Design Esthetics

- Provide a clean and elegant design that looks fresh and forward-looking in its presentation by utilizing modern web design principles.
- The website will be fully responsive and mobile friendly. The website will be easily accessed on desktop, tablet, and mobile devices. In cases where the website integrates 3rd party functionality, such as *FOIA* section and *Sterling Codifier*, the mobile friendliness will be dependent on 3rd party provider and not Menagery.
- Provide easy-to-use navigation that is intuitive and well organized.
- Navigation to all pages to be a “one click” from top navigation.
- Content of the site will be organized in a logical manner, keeping in mind how visitors are likely to use website.
- Menagery will provide engaging photography and video elements (including aerial) that will capture the essence and lifestyle of Barrington Hills.



Content

- Content and content structure will be determined after the initial strategic planning and requirement gathering session. In the strategy session we will review current website content, identify content that must be migrated or linked to new website, and also identify capability gaps and opportunities that need to be addressed with the new website.
- After the strategy has been determined, Menagery will work with its creative team to develop an overall “mind map” of the website. A mind map is a visualization of the website, including navigation and content organization.
- Once a final “mind map” of the new website has been completed, it will provide all parties involved with a high level blueprint of the new website. This document will help to inform the development of the website.
- Menagery will provide a professional copywriter to help craft the website’s overall brand message and tone.
- Menagery will migrate all key content from the current Barrington Hills Village and police website to the new website.
- Menagery will assure that required legal content such as FIOA Requests, Open Meeting Act, Meeting Agendas, etc. will be migrated to the new website.
- Menagery will link to or integrate content from other Barrington Hills service provider sites, such as the Fire Department, Police Department, Barrington Area Library, and other community related websites.
- Website copy will be written in a manner that facilitates SEO (Search Engine Optimization) in order to achieve higher search result ranking on sites such as Google and Bing.
- As part of the requirement gathering session, Menagery will try to identify opportunities where the village can improve content management processes as well as possible third party providers that can enhance the websites current functionality.

Technology Platform & Scalability

The new Barrington Hills website will be custom built on the **WordPress** platform.

Once designed and launched, WordPress will provide the village staff with an easy-to-use platform for day-to-day updating of content. It will also allow for easy integration of new functionality that may be desired over. Given the WordPress open-source framework, it will be highly expandable and easy to manage. This will assure that any design changes you may want to make down the road can be easily made.

We will provide the village with the ability to have unlimited user accounts to help manage content on the website. Roles & permissions will determine the level of access each person receives. This will provide the village with the ability to have individuals edit or author content without the fear of them compromising the structure or layout of the site. These roles and permissions will be determined in the training session once the site has been launched.



Website Hosting

Our proposal includes a fully hosted and managed solution. In addition to our automated backups, our hosting provider conducts ongoing performance and security monitoring and is paired with enterprise-class networking equipment and Gigabit Ethernet. This all adds up to reliable, lightning-fast hosting. We provide a guaranteed 99.99% up time, assuring your website is there when your visitors need to access it.

We also maintain your website for you and deal with all the maintenance-related issues. We will conduct all of the software updates that need to be made as new versions are released. These updates are conducted once we have tested and determined that the new release will not introduce any problems to your live website.

The Menagery Customer Experience: Service and Support

Menagery will provide Barrington Hills with ongoing customer support.

We have extensive experience with the technology. We will provide you with the initial training and ongoing technical support. In addition, we offer our clients two types of Service Agreements after the launch of the website:

Level 1: We Train You, and You Manage Your Website

If you prefer to be hands-on and manage the site yourself, great! Once we've completed the design and site launch, we will train you on the site and turn it over to you. If you ever need our help with anything minor we will be happy to help you. If you want to make major changes or add new sections, content, design elements, etc., we will provide you with a SOW (Statement of Work) that outlines an estimated cost of the work required to complete the changes. This is our Pay-As-You-Go model.

Level 2: We Manage Your Website For You

If you prefer to stay focused on what you do best, and not worry about managing your website day-to-day, or having to learn the ins and outs of web platforms, no worries, we can do all the work for you. We offer a monthly Retainer-based model that includes a set number of hours per month. You send us the changes and we take care of the rest. The number of hours per month is mutually agreed upon and it is based on expected needs.



Third-Party Integration

Google Analytics

We provide our clients with the integration of **Google Analytics** so they can monitor website traffic to their website. Monitoring site traffic is something you will want to do have access to in order to gauge what pages visitors are clicking on and when they are doing it. A variety of information can be gathered from users that may be beneficial to Bedford Park. We provide our clients with **Google Analytics** integration so they can monitor website traffic to their website.

PROJECT THREE: Search Engine Optimization (SEO)

To improve your site's overall SEO performance, there are a variety of considerations. Outlined below, are the key areas we will concentrate on when it comes to search engine optimization for your website.

Keyword Research

We will research main keywords through our keyword planner tool. Menagery will identify a list of the keywords to use when writing content, creating menu items, etc.

Content Writing

We will assure that every page has freshly written content that includes links, keywords, photos, and more. This step will be done in coordination between our copywriter and the designated contact assigned to the project. The goal is to incorporate keyword search terms into the copy of the website to maximize SEO ranking.

Linking Building (Inbound, Outbound - within the Site)

Make sure that every page has at least 3-5 outbound and inbound links when possible. We will link to village approved news articles written by third parties.

Metadata information

As part of our SEO implementation, we will add the proper Meta tag information to each page so search engines have an easier time understanding what the page is about.

Alt Image Tags:

Text for every image on the site. This is seen when you hover over an image and a description is listed. Identified keywords found in our keyword research are used here, to provide maximum reach.



Cost Estimate Breakdown

The Cost Estimate for the Village of Barrington Hills website includes the following services: A *One-time Site Design Fee* and a *Monthly Recurring Fee* for platform hosting and ongoing support. Also outlined are *a la carte* services that can be utilized, as needed.

Deliverables/Description	One Time Cost
Identity, Design & Messaging Strategy & Content	
Strategic Planning & Ideation Information Gathering, Strategic Planning, Ideation and Site Architecture Design & Creative Direction	
Identity & Logo Design Three (3) distinct logo explorations with two revisions to selected logo design	
Copywriting & Messaging Research, data gathering Interviews, copywriting & content development. Cost estimate based on two rounds of revisions and copy edits	
Content Migration & Layout Migrate all pertinent content from current website to new website.	
Photography / Video Photography and videography (standard and aerial) of select areas of the village to be used as design elements throughout the website	
Technology & Site Architecture	
Site Design, Layout & Development Overall site design, navigational setup, site build-out, mobile optimization, custom objects, testing and launch. Includes required DNS changes.	
Software Licensing Licensing of software products/plugin for the development of the website	
SEO Configuration <ul style="list-style-type: none">Implementation of SEO Best Practices including: Keyword research, link building, meta-data information for each page, as well as social sharing configuration	

Total One Time Cost Estimate **\$25,000**



Website Platform Hosting	Recurring Rate
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Fully Hosted Solution: Media Temple

- Tier 3+ Data Center Hosting provider
- Virtual Private Servers
- Guaranteed hardware, network, and infrastructure uptime 99.99%
- Bandwidth: 50 Gigabytes/Month
- Storage: 5 Gigabytes/Month
- Minor changes to site, if needed

Customer Support: Email/Phone Support: Monday – Sunday 8am-8pm

Annual Hosting/Support Fee	\$1,000/Yr.
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Optional Menagery Services

Additional Services We Provide On An As Needed Basis	Rate
Marketing: Strategic Consulting	\$200/hr
Additional Website Change/Additions (Non-Photography) Photography Services	\$85/hr Quote Based
Design Services:	
• Graphic Design (Print or Web)	\$85/hr
Search Engine Optimization Consulting	\$150/hr
Social Media Consulting	\$150/hr
Freelance Content Editor	\$160/hr



General Terms

Menagery attempts to avoid cancellation charges of any kind and the client may cancel work at any time for any reason, however the client agrees to reimburse Menagery for all labor and expenses incurred up to the point of such cancellation.

Ownership

All materials (except Menagery internal documents) including creative concepts, content, and conventional or electronic files created as part of this project belong to Menagery, Inc. until paid in full by client. In order to avoid copyright infringement, where limited release, licensed or copyrighted materials are contained in the files (including photography, illustrations, et. al.), Menagery will, at client request, negotiate additional releases to cover the subsequent use(s) or provide the materials without said elements. It will be client's sole responsibility to obtain photo releases from any and all subjects to be pictured in supplied photography for these materials. All strategy, plan development, concepts and content are the proprietary property of Menagery Inc. until paid for by client. Menagery Inc. requests the right to showcase the final product in its marketing and public relations initiatives.

Change Orders

Should the scope of the work change during the course of the project, Menagery will prepare a Change Order. Change Orders will be submitted in writing and will include a description of the work and the estimated costs associated with the change. Once approved, Change Orders become part of the total project budget and invoicing is adjusted accordingly.

Expenses

Courier/FedEx, color print outs and other miscellaneous charges are not included in quote, and will be billed as necessary.

Invoicing

Menagery, Inc. bills according to the following schedule and terms of payment:

Fifty percent (55%) due upon project initiation. Payment is due upon receipt of invoice.

Fifty percent (45%) plus expenses due upon completion. Payment is due upon receipt of invoice.

If these terms and conditions are agreeable, please sign below and return to signify acceptance. Thank you for the opportunity to present our proposal.

Rey Mena/ CEO
Menagery, Inc.

Marty McLaughlin/ *Village President*
Village of Barrington Hills

